



RECREATIONAL  
BOATING & FISHING  
FOUNDATION

# RETENTION & REACTIVATION: GET STARTED NOW

Below are suggestions to help you develop loyal, long-term customers. Guide newcomers through the process of becoming hooked then maintain engagement to retain these new participants as well as those already participating.

## 1 Get to know your anglers and boaters.

Review your database, communicate with them, send out surveys and create targeted audiences. For example, segment audiences by:

- Zip code (send geographic info on where to fish/boat)
- History of license purchases (who hasn't purchased a license in the past few years?)
- Past products purchased (fly rod, kids' beginner rod, etc.)
- Skill level

## 2 Communicate with customers regularly to keep them engaged.

Use email, social media, and in-person contact to learn more about what they need and provide helpful content. Examples include:

- Where to fish and what to fish for near them by zip code
- Boat ramps and marinas near their location
- How-to information based on their history of license/equipment purchases
- Next-steps information for those who might have purchased a beginner rod or first boat
- Links to community fishing and boating groups near them

### 3 Update your messaging.

Break the mold with your own “fresh start” through more expansive, socially and behaviorally connected messaging that:

- Ties to higher-order goals
- Creates an air of nostalgia
- Socializes boating & fishing through community-building
- Piggybacks onto other familiar activities and places
- Uses broader, more inclusive imagery
- Triggers an innate desire for new experiences

### 4 Work with partners and host events targeted to different groups.

Connect customers to community-based angling/boating groups.

- Partners could be local retailers, a community center, a city government, etc.
- Events could be generic or could try to bring like-minded people together
  - Example: Female Fishing Fridays, where a local retailer holds hands-on training classes for new or new-ish female anglers
  - Example: A community center and state fish & wildlife agency team up to host a Fishing or Boating 101, 102, 201, 202 series of classes, both at the center and on the water, targeting those who feel overwhelmed by the process or logistics of fishing or boating

### 5 Connect with RBFF and its resources to improve your efforts.

